COHEN'S TRIUMPH PRICE SALE!

The Sale Which Undersells and for Which Thousands of Richmond Shoppers are Waiting A SALE which crowds the richest fabrics within the narrow limits of the under-priced ones. Merchandise that has been gathered from the

four corners of the producing world. Here the education of true economy has its legion of teachers.

MONDAY IS TO BE A RED-LETTER DAY IN THE HISTORY OF THE BIG STORE.

Hour sales will be held in several departments only where lots will be too small to last all day.

UNCLASSIFIED HOUR

Soft-Finished English Nainsooks-extra width, 5½e, a yard-not over ten yards to a customer.

From 9:30 to 10:30 o'Clock-

Misses Black Lace Stockings, full seamless-7c. a pair,

Women's Fancy Ribbed Vests, full trimmed Sc. each.

Embroidery, Inserting and Ribbon Beadings, 17-Se. a yard.

LININGS.

New Silk Finish Linings, 28 shades

to select from; Monday's price 15c. a

Black Mercerized Satteen Linings, mill ends of 3 to 7 yards, qualities 25c. and 35c.; price 1-ic. a yard.

Ten pieces Black loc. Percaline Lin-

rom 10 to 11 o'Clock-

From II to 12 o'Clock-Pure Linen Towels-fancy borders De, each.

From 11 to 12 o'Clock -

from 10 to 10.30 o'Clock.

GOOD FORTUNE FOR CARPET AND OTHER FLOOR COVERING BUYERS.

It took thousands of dollars to pay cash for Carpets and other Floor Coverings in the months of May and June that were for late fall retailing. How well that was accomplished here is shown by this season's price record as against the prices of other stores. We mark the honest exact price as if you bought in June.

CARPETS.

12

Tapestry Carpets, from Smith's, Sanford's or Roxbury's Mills-hundreds of patterns to choose from, with or without borders, in patterns for rooms, halls and stairs, from 65c, to 90c, a yard.
Wilton Velvet Carpets, any of the standard makes, for rooms, halls and stairs, borders to match, \$1.10 to \$1.50 a yard.
Velvet Carpets, for rooms or halls, for 85c, a yard.
Axminster Carpets - every tint-hundreds of pattens, with 5-8 or 3-4 borders—from \$1.25 to \$1.75 a yard.
Wool Ingrain Carpets for 50c, a yard.

CARPET SWEEPERS.

Carpet Sweepers, only Bissel's, for #2, \$2.50 and #8.

MATTING SALE TO MAKE CARPET ROOM.

Heavy China Mattings, that were 25c., for 15c.

The 35c, grade for 25c.
The 25c. Linen Warp for 17%c.
The 85c. and 40c. Linen Warps for

Matting Russ, were \$1.50, for \$1.

ORIENTAL AND DOMESTIC RUGS AND DRUGGETS.

Oriental Hall Rugs, 34x10 feet for

Persian Carpets, in two-toned green and ivory grounds, from \$60 to \$05. English Wilton Rugs, sofa and hall

Brussels Druggets, 9x12 feet, lots of

patterns, \$15. A better one at \$18.

Axminster Rugs, 9x12 feet, reds, greens or light effects, \$27.50; others up to \$42.50. ,

Wilton Druggets 9x12 feet, for \$45. Smyrna Druggets, 9x12, for \$18, \$25 and \$30.

Smyrna Rugs, 30x60, \$1,25, 1x2-yard Smyrna Rugs, new patterns, for \$3, \$3,50 and \$4. Moquette Rugs, 27x54 inches, for 82.25.

1x2-vard Monuette Rugs for \$5.50. Ingrain Druggets, 3x4 yards, for \$4.50, 85, 87.50 and 89.

4x5-yard Ingrain Druggets for \$7.50, \$10, \$12.50 and \$15.

Oil Cloths and Linoleums. Floor Oil Cloths, yard, yard and a half and two yards wide, 20c, a yard. Best 35c. Floor Oil Cloth 25c. Best Floor Oil Cloth, usually 50c.,

for 40c. a yard. Wild's or Potter's Linoleums start at 45c.; others at 60c. and 75c. a

yard.
Inlaid Linoleums at \$1.25 a yard.
Linoleum Mats, 18x30 inches, 29c.

WINDOW SHADES.

Best oil opaque, made and put up, mounted on Hartshorn Rollers, 75c. for 3x6 foot or under. King's Scotch Holland, hemmed sides—with Hartshorn rollers, \$1—

made and put up.
Ready-Made Shades, 3x6 foot, all colors, 25c, complete.

IRON BEDS.

\$2.50 for a White Enamel Bed-any

size. #3, \$8.50 and \$5 for White and Brass Trimmed Beds—a full third under price. \$7.50 for White and Brass Trimmed

Beds-five different designs.
Woven Wire Springs for \$1.50,
\$2.50 and \$3.50.
Mattreses from \$2 to \$20,

lings, 10c. a yard. Eleven ploces Pure Linen Canvass (gray only)," best 12½c. kind, for 5c.

BOYS' CLOTHING.

on second floor has some remarkably good values.

\$1.48 each—Boys' Double-Breasted Wool Suit for school use, neat dark patterns in fine fabrics, ages 7 to 16. \$1.08 each—Boys' Double-Breasted All-Wool Suits, well made.

\$2.50 each—Boys' Double-Breasted Wool Suits, well made and trimined. \$2.19 each-Little Boys' Norfolk Jacket Suits, aged 3 to 6 years.

\$1.98 each—Boys' Vestee Suits, all wool, well made, sizes 3 to 8 years. One of our specials for Monday are Boys' Knee Corduroy Trousers, 4 to 16 years, for .44c, a pair.

Long Bill Caps for boys, special for Monday, 10c. 50c. each—Mother's Friend Waists.

SEWING MACHINE.

Drop-Head Sewing Machines, quartered oak frames, ball-bearing, finest set of steel attachments and a guarantee of five years given with each one; price only \$10, agents' price \$50.

KEEP YOUR CATALOGUE.

PROMPTLY AT TEN O'CLOCK.

THURSDAY, September 10th, 1903. BY ORDER OF

Three Prominent Manufacturers Large, Important and Highly Attractive

PEREMPTORY SALE

OVER 2,700 PIECES Black, White & Colored Silks

On exhibition Wednesday, Sept. 9th, after One o'clock,

TOWNSEND & MONTANT, Auction Rooms, Nos. 87 & 89 Leonard St., N.Y.

Company of the Company

\$1 for \$1.60 Extra Heavy Black Tatfeta, guaranteed yard wide.
75c. for \$1 Loud Rustling Finish
Black Taffeta=27 inches wide.
60c. for Heavy 88c. Lustrous Black

50c, for the Finest 75c, Black Taffeta. \$1.10 for the handsome Kid Finish-

ed 32 Black Taffota.

\$1 for \$1.69 Black Peau de Sole, an extra soft mellow finish.

\$1.25 for \$1.5 Peau de Sole, crow black, extra heavy weight and guaranteed pure dye.

08c. for \$1.50 Reversible Black Peau de Sole, heavy enough for separate skirts.

GDe, for \$1 Soft Finish Lustrous Peau do Sole—21 inches wide, 50c. for Finest Sc. Peau de Sole— 69c, for \$1.19 Satin Duchess Silks-overy thread pure silk, all the wanted shade5-27 inches wide.

44c, for 27-inch Plaid Sliks, in all the 20c. for 50c. White Habutai Wash Silks-27 inches wide.

the goods are this season's newest and

Auction Silks

Go on sale at the opening of the store

on Monday. We reproduce here the

cover of the auction catalogue, from

The details show how much our

silk man's shrewd buying saved you-

remember, this was a manufacturers'

and not a dealer's auction sale, and all

which these silks were selected.

\$20,000 of

\$1.25 for \$1.85 Handsome Embroidered Crepe de Chine—all the new wanted shades.

65c, for \$1 embroidered White Hab-

60c. for \$1 Solid Color Soft Cling-ing Crepe de Chine, all the popular dark and light effects,

From 10 to 10:30 o'Clock-Handsome Black All-Silk French Taffeta, full lustrous and swishy kind, cost 71c. to import, for 44c. a yard.

IN READY-MADE GARMENTS

we take the step to make the price as low as appreciation of the best made ones will permit. Every price movement here has developed a saving of not less than onefourth of the price, despite the case of their superiority; this marks good storekeeping—the best.

Tailor Sults of Pebble Cheviot, long blouse coat, double capes with silk stitched yoke and metal buttons, nine gore flare skirts, \$22.50.

Handsome Cheviot Sults in black, blue and brown, light fitting, single-breasted coat, stitched plaited skirt, silk lined throughout, \$25.

Tailor Suits of mixed cheviot, with straight-cut corset coat, choice color-ings, \$12.50, Tailor Suits of all-wool covert cloth, with 34-inch coat, side plaited and belt effect, inverted plait bottom of coat, \$15.

45c, for 75c, and 98c. Imported Fancy Mercerized Walstings-light and

25c, for 75c, and \$1 Imported Walst-

ings, best mercerized effects, in white and colors. They are mill ends, hence

25c. for 45c. Heavy Embossed Mer-ceffied Walstings—white only. 19c. for 26c. Corded Mercerized

123/20, for 37-inch White Wool Flan-

7 8-4e, for 10c. Seersucker Ging-

84c, for 124c. Fancy Woven Plaid Dress Ginghams—all the fall patterns.

somest line of Portieres in town.

Fancy Figured Velour for sofa cush-

Art Draperies, such as cretonnes, denims, silkolines and satin all of this

senson's newest designs, 10c., 121/c.

season's newest designs, 10c., 124c. and 10 2-ie. a yard.
Hyenco Art Ticks—dinen taffetas,
21c. and 30c. a yard.
Imported Pongee, in all of the Oriental and Persian designs and colorings, fast colors—50c. and 60c. a yard, suitable for sofa cushion tops, cosycorners and dens.

Imported Velour Curtains-in Per-

sian and plain colors-\$25 grade—our price \$27.50 a pair. Fieavier grade imported Velour Cur-tains—the quality that sells for \$60—

talms—the quanty that sells for 80-\$50 a pair.

All of the new colors and patterns.

Silk Finished Portieres in all colors— with wide knotted fringe-\$12.50 value for \$7.75. a pair.

Tapestry and Mercerized Portieres— with wide heavy fringe—extra grade for \$6.50 a pair.

the low prices

us to give. The prettiest line of Flannelettes in town.

Tailor Suits of Imported Scotch tweed, blouse with military capes, kilt-plaited skirts with taffeta pipings, Walking Skirt of all-wool Melton

tire skirt plaited and strap trimmed, \$5. Walking Skirts of Beach Thibet cloth, trimmed with graduated cloth, straps and silk ornaments, \$3.48.

Finely-Tailored Skirts of cheviot and

fancy tweeds, hip straps and buttons, forming panel front, \$7.50 and others to \$12.50.

Flannels and Domestic Fabrics.

They Catch the Eye—They Compel the Admiration.

Mercerized Waistings, which are sold at one-half to one-fourth of actual worth-they are all

up to the Cohen standard-the best goods for the littlest prices that business foresight enables

11 3-le for 18c. Fleece Lined Mer-

cerized Oxfords, the new printings.

15c, for Double Fold Flannelettes-

Persian and other effects-some with

7 3-4e. for 124c. and 16 2-3c. Cash-

& 3-4e, for 1256c. Crepe Flannels-a

large assortment of desirable styles

jama Datings in all the pretty woven stripe effects.

9 3-4e, for 121/2c, Double-Face Eng-lish fleece, in all the tinted knicker-

Curtains and Draperies that Delight the Artistic Eye.

of the world's market-the finest imported and all the most stylish and artistic of American

manufacture. As they were bought right we can save you a fourth to a third. We have the hand-

ters and wide handsome borders of Russian lace-\$37.50 value, special price \$29 a pair.

rice **\$29** a pair. Real Hand-Made Brussels Lace Cur-

tains, with exquisite all-over work-extra four yards long, \$75 value, price \$40 a pair.

Dainty Hand-Made Brussels Lace Curtains in fine, pretty designs, four yards long and very wide-value \$15, \$25 a pair.

Brussels Lace Curtains in rare designs—four yards long—\$16.50 a pair, regular price \$29.

egular price 329. Handsome Irish Point Lace Cur-ains—with all-over embossed work-1850 value—special—\$12.50 a pair, ex-

\$18.50 value—special—\$12.50 a pair, extra wide and long.

Irish Point Lace Curtains—very wide and long—in beaufiful designs—\$16 value, price \$10 a pair.

Irish Point Lace Curtains—in attractive designs—\$7 value—price \$5 a pair.

We have the fullest, most complete line of Draperies and Upholstery we ever had. The pick

mere Finished Rayen Black Satteens

side bands.

From the simplest cotton fabrics, where you save a fourth, a third, up to the handsomest

Walking Skirts of melton cloth, black and navy, stitched bottom, fancy straps, \$1.08.

Walking Skirts of Thibet, in all the new Toll shades, corded yoke and strapped seams, \$2.50.
Walking Skirts of gray homespun, straps and button trimming, \$2.98. Flannelette Wrappers in new fall colorings, 50e,

Best Percale Wrappers, newest styles, extra full, deep flounce, 75c, Flannelette Dressing Sacques in every style and color, 39c.

Kimonas of German flannel, in new dainty shades, with embroidered dots and figures, \$1.25.

bocker, plaid and other effects-excellent for kimonas and pajamas, 12%c, for Fancy Woven Dress Plaids

imitation of 50c, woollen ones. 16 2-3c, for 20c, and 22c, Red, Gray

45c, for \$1-3c. Double-Para Toa-

zledown Outing-Fancy woven stripes

101/20. for 10c. White Wool Flan-

Real Arab Lace Curtains-made on cable net-with wide, attractive bor-ders-\$1.70 a pair.

Arabian Lace Curtains with heavy corded borders-\$5 value, \$5.50 a pair,

Bobbinet Curtains with Rensissance Insertion and Edging-35 yards long-

Ruffled Bobbinet Curtains-with Renalssance Insertion and Edging-3½ yards long-price \$2.75-white and eccu.

Ruffied Muslin Curtains-314 yards long-75e, a pair,

Plain Muslin Curtains with tucked edges and full ruffles-314 yards long-sheer quality-\$1.50 a pair.

Lace Bed Sets in Irish point, Renals-sance, antique and Nottingham lace-all different styles and prices.

Door Panels, in heavy Arab, Irish, Point, Real Lace, Tambour and Point d Esprit, from 50c. to \$4.50 each.

and Blue Twilled Flannels

and checks.

52.98 a pair.

From 9 to 9:30 o'Clock-

From 10 to 10:30 o'Clock-

Silk Embroidered Flannels.

We have an extra large assortment of Blik Embroldered Flannels, in all the new, pretty designs. They are well worth a careful inspection as they are beautiful fabrics. Prices are from 50c, to \$2.25.

Marseilles Waistings.

The handsomest Shirt Waist Materials ever seen in Richmond. They are a rich looking fleece line Marsellies pattern fabrics and the prices are 15c., 25c., 39c., and 50c., a yard.

Modes Glove Fitting Paper Patterns.

All the new patterns are here 10c, each.

BLACK DRESS GOODS. VENETIANS, PEBBLE CHEVIOTS, ZIBELINES,

and all the family that goes to make up a full line of Black Woolen Goods, from the littlest price serviceable stuffs up to the handsomest imported fabrics. We can save you an average fourth on any of them.

\$1,45 for \$1.75 All-Wool Black Vest. an and extra bandsome cloth.

\$1.10 for \$1.50 All-Wool Black Pebble Cheviots.

95e, for All-Wool 50-inch Oxford

75c, for 98c. All-Wool 44-inch Black \$1,25 for 50-inch All-Wool Black 50c. for 42-inch All-Wool Camel's Hair Cheviots. 20c. for 38-inch Beautiful Black Auto Cloth. 25c. for 39c. Black Mohair. 10 2-3c. for Double Fold Black Bas-ket Weave.

From 11.30 to 12.30 o'Clock.

38 Inches wide. Dress Goods Ready. Golored

Hundreds of pieces of the finest Wool and Silk and Wool Novelties gathered from the world's best markets. Our prices show you what Cohen will dare at the opening of the season. Whatever fashion dictates you will find here.

Imported Canvass Etamine Crisp and wiry, superior finish, 43 inches wide, colors are brown, green and blue, Silk and Wool Novelty Tallor Sult-

ing, in all the new weave effects, 50 inches wide, \$1,85 a yard. New Imported Scotch Zibelines, snow flecks and invisible check ef-fects, 1½ yards wide, \$1.48 a yard.

All-Wool Zibelines, with a rough, tylish finish, in all the most wanted colors, 50 inches wide, 75c, a yard.

White Angora Zibeline, 53 inches wide, very stylish for skirts or suits, \$4.50 a yard.
Granite Cloths, Covert Cloth and all colors of Zibelines, full 38 inches wide, choice 48c, a yard.
French Taffenette, 46 inches wide, new and nobby, \$1.25 a yard.
All-Wool Sicilian Suiting, full double width, every new color, 59c, a yard.
Auto Cloth, newest fall colors, 36 inches wide, special 29c, a yard. Inches wide, special 29c. a yard, Lotus Cloth, double width, line of fall shades, cannot be match-ed for less than 35c., at 15c. a yard.

This Timely Offering of Linens Saves you a half just when needed.

On your return home from your outing you find your linen closet lacking in many needed things—this list will assist you in deciding what you want. You know Linens have advanced, and the values we give below are what these goods are actually worth if we had bought them at to-day's prices. On some items you save a full half.

Bue, for 50c, German Table Damask, fwo yards wide-extra heavy, 75c, for \$1.29 Double Sath Damask Irish Linen-two yards wide.

99c. for \$1.50 to \$1.69 Double Satin Damask, two yards—handsomest floral \$1.25 for \$1.75 to \$2.25 Double Satin

75c, a dozen for \$1.25 All-Pure-Linen full Bleached Dinner Napkins.
\$1 a dozen for \$1.50 heavy embossed Dinner Napkins—German linen, extra weight weight. \$2.85 a dozen-Irish Double Satin

Damask Dinner Napkins—24 inches—about 60 dozen to be sold that cost to \$5.50 a dozen. 123/2c. a yard-200 pieces-Pure Lin-loudestey Towelling, cost 16 2-3c.

712e. Bleached Huck Towelling, reg-

ular 12½c, grade.
12½c, Bleached Pure-Linen Knotted
Fringe Towels-regular \$2 a dozen!
10c, each-300 dozen Hemstitched
Linen Huck Towels, 22¾6. Best price
heretofore \$3 a dozen. Limit one
dozen to a buyer.
5c. each-225 dozen Hemmed Huck
Towels, worth \$5c, to \$1 a dozen.

natural. It is the only place in town where strictly dependable goods can be bought at such little prices. Note the Hour Sales.

FLANNELS AND WASH GOODS. 8 3-4c. for 16 2-3c. Fleeced Lined Oxfords and Piques—some Persian

58-4c, for \$1-3c. Double-Faced Woven Striped and Checked Out-ings.

43-4c, for Yard Wide 61-4c. Unbleached Cotton. 63-4c, for 10c, Fancy Flannel-ettes, light and dark grounds, all

83-4c, for Yard Wide French Cambrics, all the new designs and colorings for fall wear. 5 1-2e, for 81-3c. Curtain and Comfort Prints.

91-2c. for 121/c. Fancy German Prints, suitable for comforts, with attractive borders. 7 3-4c, for 12%c. Creps Finished

Flannelettes-heavy fleeced, styl-

43-4c, for 61-4c, Fancy Dress Prints, all new fall styles.

Outings—some plaids and stripes.
53-4c, for Yard Wide French
Percales—light and dark grounds—
more than 4,000 yards to be sold at a yard for 4-4 Bleached Cam-

effects among them.

33-4c, for \$1-4c, Double Faced

bries and Cottons, up to 15c. grades.
4 3-4c. for the Best 6 1-4c. Indigo Prints—several designs, all 4 3-4c, for 9c. Fleeced Lined Unbleached Plque.

58-4c. for Good Wide Bleached Cottons and Cannon Cloth-mill ends of the 8c. and 10c. grades. From 9:30 to 10 o'Clock— 8c. Unbleached Canton Flannel, 3 3-4c.

OUR BEDDING BARGAINS.

Monday. Note the Hour Sales. Monday. Note the Hour Sales
\$6.50 for \$8 12-4 California
White Wool Blankets, deep fleece,
dainty borders.
\$5 for \$6.50 11-4 California
White Wool Blankets.
\$3.50 for \$4.25 11-4 Australian
White Wool Blankets,
\$2.25 for \$3 10-4 Mexican White
Wool Blankets.
\$1.50 for \$2.25 12-4 Teazledown
Blankets.

Blankets. 81,25 for \$2 11-4 Fancy Woven Striped and Plaid Blankets. 75c, for \$1.19 Fancy Plaid Couch

75e, for \$1.19 Fancy Plaid Couch and Slumber Robes.
75e, for \$1 10-4 White, Gray and Tan Lambskin Blankets.
\$3.50 for \$5 Lamb's Wool Comforts—soft and warm as a blanket.
\$1.25 for \$2 Laminated Cotton Comforts—full double bed size.
\$2.50 for \$3.50 Sateen Covered Laminated Tufted Cotton Comforts.

forts. \$1.35 for \$2 Double Bed Size Crochet Quilts, Marsellles designs, made from the French yarns, slightly mill stained. D2c. for Extra Large Sizo \$1.50 Crochet Quilts—not all perfect, G5c, for 85c. 90x90 Hemstitched Bleached Sheets, 55c. for 70c. \$1x90 and 90x90 Bleached Sheets.

will cause a look of wonder on many a shopper's face on 75c. for \$1.19 Crochet and Honeycomb Quilts—single and double bed size.
42c. for 55c. 72x90 and 81x90 Bleached and Brown Sheets.
12 1-2c. for Bleached Pillow Cases, 42x36 and 45x36, hemstitched, handkerchief border and linen finished.

15c. for 20c. and 25c. Pillow Cases, some 50x36-inch among them, hemstitched and linen fin-Feather Pillows-3 pounds

\$1 for Art Tick-Covered Feather Pillows-3½ pounds, Bolsters to match.
\$1.50 for Live Goose Feather
Pillows, are tick covered—the \$2.25
ones. Bolsters to match.
25e, for Well Filled Silk Floss

From 9 to 9:30 o'Clock-

Double Bed Size Lambskin Blankets for 25c, From 10 to 10:30 o'Clock-Double Bed Crochet Quilts—the 65c, kind for 3Se,

From 11 to 11:30 o'Clock— Unbleached Sheets for 30c.

HOUSEFURNISHINGS. GRANITEWARE.

CHINAWARE. \$5.50 for 12-piece Toilet Sets-blue, green and terra cotta.

\$5.50 for 10-piece Handsome Decorated Toilet Sets—heavy gold stippled, in assorted tints. #2.50 for 10-piece Decorated

Toilet Sets,

#12 for 100-piece Dinner Sets, in white and gold, and also decorated with gold stipple. for 19c. Decorated Pickle

12c, for 1-quart White Pitchers. 10c, for 29c, Salad Bowls, 98e, for \$1.25 Cups and Saucers, 10c, for Decorated Soup Plates— were \$1.75 a dozen. 25c, for 59c, Decorated Butter

\$1.50 a dozen for \$2.25 Decorated Oyster Bowls.

14c, for 3-string Brooms. 4c. for Silexo.

60e, for 98c, and \$1.25 Wall and

Sc. a box Wax Tapers.

60c.—17-quart Dish Pans. 45c.—4-quart Tea Pots. 20c.—8-quart Lipped Saucepans. 30c., 40c. and 58c. for 4, 6, and

8-quart Seamless Covered Sauce-Sne,-12-quart Sauce Pots.

500.—8-quart Preserving Kettle. 200.—3-quart Seamless Covered Buckets. - TINWARE,

490, 556, and 59e, for Nos. 7, 8 and 9 Heavy Wash Bollers. 1Se, to 29e, for Nos. 10 to 16 Pleced Dish Pans. for Extra Large Galvanized Foot Tubs. 290.—2-gallon Galvanized Oil

Cans.

11c.—Heavy Covered Dust Pans.
4c.—14-inch Basting Spoons.
38c. to 70c—Kreamer Tin Bread
Boxes, with ventilator.
20c.—Kreamer Tin Salt Boxes,
with giss liming.
26c. and 28c. for Nos. 26 and 28

Jan Trays. 159.4-quart Retinned Coffee

14c.-12-quart Flaring Pails. Sc.-Large Basins.